

**Remarks**

Claims 1-8, 10-18, 20-23, and 25-27 are pending. Claims 1-8, 10-18, 20-23, and 25-27 stand rejected. Applicant respectfully traverses the rejection and requests allowance of claims 1-8, 10-18, 20-23, and 25-27.

Claims 1-8, 10-18, 20-23, and 25-27 stand rejected under 35 U.S.C. § 103(a) over U.S. Patent 6,718,551 (Swix et al.) in view of NDS: NDS' XTV(TM) time shifting technology empowers the viewer and the broadcaster", M2 Presswire, Sept. 10, 1999, (hereinafter the XTV reference).

Claims 1, 12, and 22 require selecting video advertising that has a subject matter relation to the selected video content requested by the target viewer. Claims 1, 12, and 22 require disabling a fast-forward capability when the selected video advertising is displayed. Advantageously, the invention can target advertising to a specific viewer's interests.

The Office Action concedes that Swix does not teach disabling a fast-forward capability when a selected video advertising is displayed.

The Office Action appears to be implying that the XTV reference supplies a fast-forward disabling capability. The Office Action states that "XTV(TM) teaches a set-top-box which provides advertisers with the ability to totally prevent views [sic] from skipping ads." This is not an accurate representation of the disclosure in the XTV reference. The XTV reference states that "Advertisers can not only reach far more targeted market niches that previously possible, they can also anticipate viewer habits by showing short versions of an ad so that the viewer won't skip the ad or XTV can even totally prevent ad skipping."

The XTV reference does not teach a fast-forwarding capability. The XTV reference does not teach disabling a fast-forwarding capability. The XTV reference does not anywhere state that a fast-forwarding capability is disabled during the playing of advertisements. Instead, the XTV reference merely states that "XTV can even totally prevent ad skipping." The XTV reference does not explain how ads are skipped and does not teach or suggest fast-forwarding. The only operational change implied in the XTV reference is that "pre-recorded adverts can be played while the pause function is on".

Therefore, disabling of fast-forwarding in the XTV reference does not exist, and is improperly read into the reference. The statement that the XTV reference can show short versions of an ad so that viewers won't skip the ad implies that a view CAN skip ads.

Independent claims 1, 12, and 22 therefore include features that are neither taught nor suggested by either Swix or the XTV reference, alone or in combination. Claims 2-8, 10-11, 13-18, 20-21, 23, and 25-27 depend from claims 1, 12, and 22, and are patentable for at least the reasons given above.

Applicants submit that there are numerous additional reasons in support of patentability, but that such reasons are moot in light of the above remarks and are omitted in the interests of brevity. Applicants respectfully request allowance of claims 1-8, 10-18, 20-23, and 25-27.

Please feel free to call me to discuss the patentability of the pending claims.

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